LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 177 - (FORTUNE) - Req. No. 89407 - Page, 4/c (9 3/4 x 11 1/4 inches)
Printed in U.S.A.
Supplements, 1985

New Players Lights 25's because...

"It smokes like a fortune, but doesn't cost you one."

Kings & 100's

Count 'em.

25

premium quality cigarettes for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine –
100's: 12 mg "tar," 0.9 mg nicotine
av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Mfr's. suggested pricing based on full-price brands. Not available in all areas.

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